



January 4, 2008

Dear Winery Owners and Grape Growers:

The Rural Opportunities Enterprise Center, Inc. (ROECI), an affiliate corporation of Rural Opportunities, Inc. (ROI) created an advisory group know as the Winery Capital & Credit Advisory Board (WCAB) which is populated with several winery owners, the NYS Wine & Grape Foundation, Cornell University, Farm Credit, economic development officials and volunteer business people.

Meetings were held over the past two years to identify ways to help wineries gain access to education and traditional capital and credit to support operations and growth. The provision of training and education components to winery and vineyard owners and key staff will enable them to better compete in the industry marketplace.

As part of our continued support we were able to obtain grants from Finger Lakes WIRED and Bank of America. Wired is an acronym for Workforce Innovation in Regional Economic Development. These funds were made available from the U.S. Dept. of Labor and granted through Rochester Works. Bank of America has pledged grant funds over several years for this effort as well as provide a \$5 million loan pool for use in New York. We have also obtained funding support from HSBC, Kodak and NeighborWorks America.

As a result of these grants we are offering a two day educational opportunity for you and your key staff. This event will be free of charge to you and we encourage you or someone from your staff be in attendance to benefit from this extraordinary event. There will be classroom trainings, updates from key winery contacts from other areas in the U.S. as well as an opportunity find out about financing resources available to your winery from groups who have successfully financed wineries from other areas of the country. Additionally, aggregate results from both the NYS Wine & Grape Foundation and Farm Credit benchmark studies will be shared with attendees of this event.

We have enclosed an event agenda and registration information. We encourage you to take advantage of this opportunity to improve your knowledge and create potential opportunities for future funding for your winery. If you can not attend we encourage you to send a representative to this event to ensure your winery benefits from the information shared as well as support this very worth while effort to expand winery operations in the Finger Lakes region.

Thank you for your time and effort in furtherance of this very important project in support of the sustainability of our local winery industry.

Sincerely,



Dana Brunett
President